

## **EMPLOYEE SERVICE DELIVERY AND CUSTOMER SATISFACTION AT A HOTEL'S FRONT DESK**

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### **ABSTRACT**

Customer satisfaction refers to how the client feels about the way services are delivered. When a service meets or exceeds a customer's expectations, it earns a customer's satisfaction. As a result, in order to find the elements of hotel service satisfaction, it is essential to first understand how client expectations grow. Due to the fact that different clients have diverse expectations for products and services depending on their level of knowledge. Customer satisfaction and service performance at a hotel's front desk are examined in this study. The research collects data via the use of questionnaires and in-depth interviews with key informants. A convenience sample technique was used to choose 400 participants, 50 of whom were men and 50 of whom were women, from each of the hotel's four locations. All four branches of the hotel received a total of 400 questionnaires, with a total of 100 surveys in each branch. The questionnaire was given to every "third" guest who checked out of the hotel over the course of two weeks at each of the hotel's outlets.

**Keyword:**Service delivery, customer satisfaction, hotel industry, customer trust Consumer, service innovation.

### **INTRODUCTION**

The global market has shifted significantly away from agricultural products and toward services. The hotel industry, as well as the rest of the service sector, is constantly striving to improve the quality of its offerings in order to keep their clients happy. Hoteliers are increasingly more concerned with meeting the basic needs and expectations of their clients by focusing more on quality standards. Hotels are more likely to anticipate and meet the demands and desires of their customers when they have a thorough understanding of their customers' requirements. In the event that a customer is satisfied with their stay, they are more inclined to return or to extend their stay. The expectations of hotel guests in, appear to be extremely high at the moment. The hotels have intensified their rivalry and now provide "high quality employees" as an amenity as well as a good room to attract guests. . Personal service is an important feature for guests when picking a hotel in a market with hundreds of others to compete with. Executives at the top of the corporate ladder work side by side with maids and bellhops in the hotel industry. For customers who decide to return to a hotel and suggest it or show loyalty to it, front office staff is a major aspect in determining customer happiness.

Hospitality is a subcategory of the service sector. The hotel sector has entered a new era in today's globe, where service industries are the primary source of economic leadership. Because of this, the importance of human resources and the use of technology in the management of hotel operations has increased. As far as many passengers are concerned, a hotel room is just a hotel room, with service being the only thing that differentiates one hotel from another." Because that's what they'll recall." A hotel's most essential product is its service, and exceptional service doesn't just come about by accident. Efforts necessitate ongoing attention and training, as well as constant supervision. In this line of work, customer happiness is the most important goal. We must first ensure that our employees are happy before we can give excellent service. Customer happiness is directly related to the level of service provided by employees.

**LITERATURE REVIEW**

**S. Santhana Jeyalakshmi (2016)**"The principle of service quality has evolved through time via testing and experimentation in the service sector, making service quality a key concern for the education industry. As a result of increasingly high consumer expectations and a corresponding rise in customer satisfaction, educational institutions have found it necessary to use quality management as an effective tool. Because of Service Quality, the education business has seen a massive shift over the past few decades. Education institutions rely largely on students' quality perceptions and expectations because it is difficult to measure service quality and value. Students' expectations and perceptions of the quality of the service might be gathered via a well-crafted survey. It has been shown to be a reliable tool for assessing service quality following a series of tests. According to research on the principle of service quality, greater levels of customer satisfaction have been connected to better quality service. This investigation will focus on existing studies on service quality in a range of industries. As a result, this research is unique in that it is a first for the Education sector. Service quality theory and alternative scales for evaluating service quality are explored in the study, as is customer satisfaction with it and the significance of the service quality instrument.

**M. M. Hussein (2017)**the goal of this study is to find out how Egyptian hotel visitors rate the quality of front-desk service at five- and four-star properties in Cairo and Giza. Quality of service is also considered when assessing the relationship between front-office staff and guests. Guest satisfaction is also measured in terms of the impact of service quality and personal connection. Constructs involved in the investigation were conceptualized in a model. The model's relationships were the subject of the hypotheses. The hypothesis and conceptual model were then evaluated in a sample of hotel visitors. Researchers showed that service quality measures are associated with pleasant interactions and connections between front-office staff and visitors. Another factor that affects customer happiness is the level of enjoyment and personal connection that customers have with front office workers. Front-desk staff members' level of competence has a direct impact on how happy customers are. In terms of service quality and guest satisfaction, four- and five-star hotels vary significantly, but not for the rapport component. There are no substantial differences between foreign visitors and Arab tourists in respect of these criteria.

**Ivanno U. Canny (2014)**The study's key objectives were to determine how satisfied customers were with their eating experience and how likely they were to return. The dining experience attributes (such as food and service quality and the physical environment) have a positive impact on customer satisfaction, with service quality having the greatest impact, according to this study, which looked at 213 customers and analysed the data using a multiple regression approach.

**Dalia Diab (2019)**The Dineserv model was utilised in Sudan to uncover the underlying basic qualities of service quality and their influence on customer enjoyment and loyalty. Quantitative and descriptive methods are used in this research project. Self-administered questionnaires were used to gather information from four Sudanese eateries. In the analysis, four aspects of service quality were found to have a favorable impact on customer satisfaction; these four dimensions were also found to have an impact on customer loyalty, which was influenced by the same four criteria. The findings also showed a connection between customer satisfaction, brand loyalty, and several aspects of service quality. Managers of restaurants could use the study's findings to enhance their marketing approaches.

**Lu, C. (2015)**To determine whether or not hotel management and guests have the same definition of service excellence and customer contentment, or whether the services provided by luxury hotels and the way consumers really experience them are at odds. Interviews with hotel managers and guests were used to gather qualitative information on the meanings and expectations of luxury, service quality, and customer satisfaction in Taiwan's five-star hotels. Management and visitors have similar

definitions of "luxury," "service excellence," and customer satisfaction. There was a distinct difference in how the two groups described luxury, "pleasure," and "service quality" to each other. Marketing communications theory suggests that all of the factors identified in this study can be considered part of the hotel's brand identity; local culture may introduce variables that may be beyond international standards; and information on the expectations and preferences of the hotel can inform advertising and public relations campaigns. Rarely, in studies of luxury hotel guest satisfaction, have qualitative approaches, which give a more detailed understanding of participants' experiences, been employed.

**RESEARCH MEDHODOLOGY**

Grouped into three categories based on questionnaires and interviews, hedoni-scale scores ranged from "Scale 1 = Dislike Strongly" to "Scale 5 = Like Strongly" for each category. Statistical frequency counts and percentages were used in a tabular format to analyze the data.

**Table 1. Summary of the data collected.**

		<b>Dislike strongly</b>		<b>Dislike</b>		<b>Neutral</b>		<b>Like</b>		<b>Like strongly</b>	
		<b>Freq.</b>	<b>Percent.</b>	<b>Freq.</b>	<b>Percent.</b>	<b>Freq.</b>	<b>Percent.</b>	<b>Freq.</b>	<b>Percent.</b>	<b>Freq.</b>	<b>Percent.</b>
Category A		Staff Focused									
Data											
A1	4	1%	13	3%	11	3%	209	52%	138	35%	
A2	6	2%	15	4%	13	3%	206	52%	141	35%	
A3	3	1%	17	4%	9	2%	210	52%	136	34%	
A4	7	2%	9	2%	11	3%	214	54%	129	32%	
Category B		Facility Focused									
Data											
B1	3	1%	6	2%	17	4%	227	57%	110	28%	
B2	5	1%	7	2%	14	4%	235	59%	137	34%	
B3	3	1%	7	2%	19	5%	213	53%	118	30%	
B4	2	1%	9	2%	12	3%	222	56%	123	31%	
Category C		Service Focused									
Data											
C1	3	1%	9	2%	13	3%	256	64%	121	30%	
C2	6	2%	12	3%	18	5%	242	61%	113	28%	
C3	8	2%	16	4%	12	3%	233	58%	125	31%	
C4	4	1%	11	3%	8	2%	240	60%	128	32%	

to be presented in an easy-to-follow graphic style

The study's methodology is "Descriptive Research." Propositions or hypotheses that can be tested are generated using the logic of the theory. In addition, it necessitated the gathering of quantitative data in order to demonstrate the link between hotel service quality and client happiness. The questionnaires will be used to test the theories that have previously been established.

Research topics were addressed through the utilization of primary and secondary data sources. First, the supervisor's input was solicited, and then the study questionnaire was changed to reflect this feedback. Data was gathered from tourists who came to Sri Lanka to relax and unwind over the holidays. A total of 150 people took part in this investigation. Only 134 of the originally sent surveys were returned in their whole.

**Measurements**

Research-based scales and those obtained in the field were merged to generate measures of consumer satisfaction. For the questionnaire's validity and accuracy, initial measurements were corrected and

pre-tested. There were 23 questions prepared for each of the following components of service quality measurement: tangibility, reliability, responsiveness, assurance, and empathy. Liker scale with five points (1 = strongly disagree to 5 = strongly agree) was employed. The study's dependent variable is customer satisfaction. I came up with seven items that can be used to gauge consumer happiness based on past research. Scales of the Liker variety were utilized. (From 1=strongly disagree to 5=strongly concur)

## **ANALYSIS**

There are three distinct types of data included in the report: data pertaining to employees, data pertaining to facilities, and data pertaining to service delivery. According to the data in the table, 87% of those polled were satisfied with both the appearance and communication abilities of the staff at the Divine Fountain Hotel. 86 percent of the respondents also praised the employees' professionalism and eagerness to help customers at all times. This signifies that the hotel's employees are well-trained and know how to conduct themselves in the workplace.

More than that, 86% of those polled said they were pleased with the hotel's location. This indicates that it is quite easy for them to get to. 93 percent of those who stayed at the hotel said they preferred to stay there whenever they were in Lagos because of the hotel's facilities. According to the survey, 83 percent of the respondents liked the variety of meals supplied, and 87 percent of those surveyed said that they were satisfied with the hotel's food service system and the quality of the cuisine. Despite this, 94% of those polled said they were satisfied with the hotel's communication of customer information and the terms of their contract. They are also pleased with the way consumer concerns are handled; with 89 percent saying they are satisfied. Finally, 89 percent of Divine Fountain Hotel guests are satisfied with the value they receive for their money, and 92 percent are satisfied with the hotel's overall service.

Exclusive interviews with some of the hotel guests, particularly those who stated that they were not based in Lagos but frequently travelled to Lagos, provided the information. A large number of guests indicated that they frequent the hotel on a regular basis and rarely stay anywhere else in Lagos because they are drawn to it by the consistent high level of service that they receive there. Exclusive interviews with the hotel's Managing Director revealed that the hotel offers a variety of customer-centric services, including but not limited to: tastefully furnished guest rooms of various categories, exquisite restaurant and bar, courtyard swimming pool and gym, airport shuttle, free Wi-Fi connection, banquet hall for various events, daily complimentary newspaper and 24 hour guaranteed power supply..

We used a variety of statistical techniques, including structural equation modelling (SEM), to test our research hypotheses. In order to validate the scale's dimensionality and reliability, a confirmatory factor analysis is carried out on all of the collected information. Smart PLS 2.0 and SPSS (13) were both used in this investigation. The KMO is .880, the Chi Square value is 2145.064, the degree of freedom is 435, and the significance level is .000 for a sample of 30 items. It represents a 99.999% degree of assurance. Consequently, an extra item was omitted since it contributed less than half of the total value to the variable. Confidence and empathy were both snatched away.  $A3 = 0.23$  and  $E3 = 0.43$  are the new values in the final model column as a consequence of these improvements. In the attached table 1, the last model column, the (KMO) coefficient for a 28-item questionnaire is 0.893, suggesting that the sample size was enough. It's clear from the Chi Square value of 2057.156 that the factors have been properly separated on the basis of factorial loading, as shown by the Bartlett value of 0.000, and that the factors do not overlap in any manner. The correlation coefficient was calculated using SMART PLS 2.0 and turned out to be .770. That's 77% of the population. Generally speaking, researchers think that a  $r^2$  value of at least 25 percent is necessary for a good study to succeed. This is because it illustrates the interdependence of the many components. Based on its results, this inquiry was rated a success.

**CONCLUSION**

The expectations of customers and their opinions of the quality of front-office service were investigated in more depth in this research. There was a positive SERVQUAL difference between the mean perception score and the mean expectation score across all categories. The results of this study reveal that tangibility is the most essential component in affecting customer happiness. As a result, they were blown away by the level of service they received. found that service quality in Mauritian hotels was not as high as previously thought. Hotel guests are more likely to be satisfied with their service if they are given certainty and reliability, according to the study authors. From the foregoing, it can be deduced that front desk employees are the hotels' nerve centre, and that the front desk is necessary for hotels to stay on top of what's going on across the property. The Divine Fountain Hotel Limited's service and customer satisfaction were examined. In order to acquire relevant data for the study, a questionnaire and an interview with key informants were used. 400 people were chosen using the convenience sampling method, 200 of whom were men and 200 of whom were women. Frequency counts, percentages, and graphs were used to analyze the data.

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